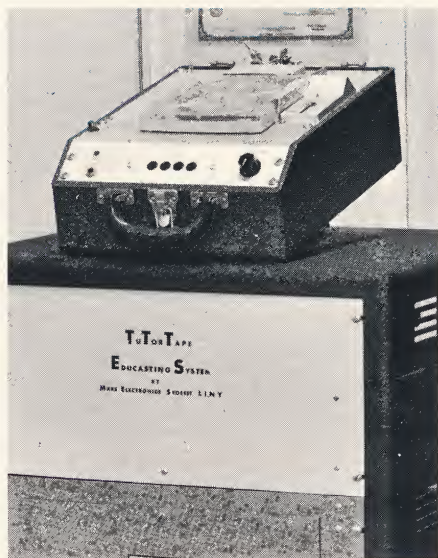


FOR A DEMONSTRATION . . .



. . . of the EDUCASTING SYSTEMS, you are invited to visit the ICS headquarters in Scranton, Pennsylvania. Sample programs which demonstrate the principles and practices of "Planned Path Instruction" are used in these demonstrations. The University of Scranton station (WUSV-TV) transmits the FM signal to the student receivers at the ICS headquarters.

You will have the opportunity to personally participate in these demonstrations. Each of the EDUCASTING SYSTEMS will be shown so that you can select that system which best meets your needs.

We will be happy to schedule a demonstration for you.

WRITE:

ICS/EDUCASTING SYSTEMS

Scranton, Pennsylvania 18515
PHONE 342-7701 . . . Area Code 717

or:

TuTorTape Laboratories Inc.

770 Lexington Avenue
New York, New York 10021
PHONE PLaza 1-6868 . . . Area Code 212



EDUCASTING
systems



Announcing

... a dramatic breakthrough
in education ...

EDUCASTING*
 systems

NOW... Every home within receiving range of an FM radio station, an ETV (Educational Television Station), or a CATV (Community Antenna Television System) can become a classroom in which the student actively participates in the learning process.

*EDUCASTING is the trademark of TuTorTape Laboratories Inc.

NOW... Every classroom in every school—both public and private—can be the site of electronically-controlled instruction. This can broaden a school's curriculum, or intensify the study of subjects now offered by the school.

NOW... Industry, regardless of size, can add to its training programs—at remarkable efficiency and surprisingly low cost—trainee-oriented learning, designed to meet the individual's needs.

THE EDUCASTING SYSTEM

EDUCASTING SYSTEMS, conceived by TuTorTape Laboratories, Inc. and programmed by International Correspondence Schools, brings a new approach to teaching into homes, classrooms, and training rooms by creating a new mode of FM and TV educational station operation which provides for active participation by the student during the learning situation.

Its educational programs are developed by experienced, professional programmers, and incorporate the newest techniques and tested methods of electronic teaching.

EDUCASTING SYSTEMS make learning fascinating and interesting. Learning is developed on a step-by-step basis. Here's the way it works:



1. Programs are painstakingly created by the highly-trained professional staff of International Correspondence Schools.
2. These programs are then recorded by a narrator experienced in radio programming and education. This narration is recorded on a specially designed audio tape which can be presented over FM airwaves to an unlimited audience.
3. The audio (sound) portion of the instruction can be supplemented by workbooks . . . written in clear, down-to-earth, easy-to-grasp style, and profusely illustrated.
4. The student—in the classroom or in his home—is provided with an individual receiver equipped with
 - four response buttons and
 - an earphone for private listening.



5. "Planned Path Instruction" is presented on a step-by-step basis in logical sequence.

After each step, the student is asked to respond to what he has heard. He can choose from four possible responses, which correspond to the four response buttons on his receiver.

6. The student is instructed to respond to each step in the learning process by pressing the button which corresponds to what he believes is the correct response.

—If the student's response is correct, he receives reinforcement of the concept, which makes his understanding more secure. Because the reasoning behind the correct response is explained, the student who selects the correct response by chance moves ahead with understanding.

—If the student's response is incorrect, he is given an explanation of why his response was incorrect . . . the correct answer, and the reasoning behind it.

Prior to EDUCASTING SYSTEMS, programmed instruction merely provided the student with the information as to whether his response was correct or incorrect. If correct, he went ahead; if incorrect, he had to backtrack to find the reason why. EDUCASTING SYSTEMS, by detailing the *reasoning* behind the correct or incorrect responses, offer a unique advantage that hastens real learning. The student is always going forward, never backward.

EDUCASTING SYSTEMS' use of "Planned Path Instruction" keeps the student *active* in his learning rather than *passive*. Learning is in steps, reinforced or remedied immediately, depending upon whether the student presses a correct or incorrect button. "Planned Path Instruction" moves constantly forward, never backward.

Criterion steps are built into EDUCASTING SYSTEMS programs. These steps provide a constant check on the student's understanding throughout the entire program and assure complete knowledge of the subject covered.

FOR THE CLASSROOM OR TRAINING ROOM



EDUCASTING SYSTEMS provide active learning through a specially designed electronic system which can be linked to as many as 100 individual student receivers per classroom or training room.

PROGRAMS ARE DESIGNED...

... for the *"High School Dropout"* who has rejected the traditional lecture-study format. Through EDUCASTING SYSTEMS, this person can be reclaimed and given new opportunity to gain the education and training necessary for economic survival.

... for the *slow learner*, in the classroom or training room, to provide for rapid and better under-

standing of the subject or job area being studied.

... for the *exceptional student*, EDUCASTING SYSTEMS offer new horizons of learning beyond the limitations of the school's curriculum.

... for *training and retraining, upgrading and updating*, EDUCASTING SYSTEMS furnish industry with a dynamic new training tool for gaining real results.

FOR FM RADIO STATIONS AND CATV SYSTEMS

EDUCASTING SYSTEMS provide an extra source of income for FM radio stations, CATV systems and TV stations by supplying another audience service.

EDUCASTING SYSTEMS' programs provide educational, instructional materials in many fields to convert these broadcast stations into learning centers without disturbing the normal operation of the broadcast stations.

Here's how it works...

The EDUCASTING SYSTEMS are adaptable to any FM broadcasting station or CATV system and to any FM or TV channel. The source of the program is a four-track teaching tape. This tape feeds the signals to a four-channel modulator which is circuited to the FM transmitter, or the FM strip of the CATV head-end amplifier. The FM carrier is multiplexed with four special channels which cannot be intercepted by a standard or living-room AM or FM receiver.

The system's FM receivers are equipped with four tuning push buttons which control the filter circuits, and which may be alternately incorporated in the broadband of the FM detector circuits.

By pressing one of the four tuning push buttons (response buttons), the desired one of four supersonic signals transmitted may be selected by the filter circuits. The application of this filter-detector-receiver principle allows for extreme simplicity, reliability, and maintenance-free operation.

The EDUCASTING SYSTEMS' receivers are so sensitive that they faithfully reproduce the program material with a high signal to noise ratio within approximately 30 miles from the average FM transmitter. The receiving locations can be in homes, schools, industry, churches and community centers.

